

# CITY OF LOS ANGELES

CALIFORNIA

## EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

### GOVERNING BOARD OFFICERS

Tereza Yerimyan, President  
Cheron J. McAleece, Vice President  
Jeff Zarrinam, Treasurer  
Arasele Torrez, Recording Secretary  
Seta Panosian, Corresponding Treasurer  
Donal Thoms-Cappello, Corresponding Secretary

### GOVERNING BOARD MEMBERS

Matt Benton	Bill Zide
Patrick Bustamante	Calixtho Lopes
Craig Cox	Doug Haines
	Bob Peppermuller



**ERIC GARCETTI**  
MAYOR

## EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

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## **EAST HOLLYWOOD NEIGHBORHOOD COUNCIL** **GOVERNING BOARD MEETING MINUTES**

**Monday, January 26, 2015, 6:30 PM**

**ARMENIAN YOUTH CENTER**

**1559 North Kenmore Avenue, Los Angeles CA 90027**

**Parking Lot is Opened on Alexandria**

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### **I. Welcome and Introductions**

#### **A. Call to Order (6:40 p.m.)**

#### **B. Opening Remarks/Welcome Address *Tereza Yerimyan, President***

Welcomed the stakeholders. All board members introduced themselves.

#### **Council Member Mitch O'Farrell, CD 13**

He understands what it is like to sacrifice time and respects that. He helped form the Glassell Park Neighborhood Council.

Invites all to the February 13<sup>th</sup> reopening of Hollyhock House. \$4.5 million restoration since 2008. Delayed re-opening to bring to ADA compliance. Short list to be on UNESCO World Heritage Site.

He is spending discretionary funds to pay staff for clean-ups, have had 35 clean-ups in East Hollywood. He is very in favor of the monthly clean-ups. They are active on different issues but it matters more about where one works. He posts before and after pictures in dirty areas on social media.

Last year, a large part of East Hollywood was announced as part of the Promised Zone by president Obama and was given funds. Want to work on education for disadvantaged youth. Have census tracts with 35-40% of poverty rate in East Hollywood. Youth Policy Institute is the fiduciary. As funds come in, he suggests getting involved in a helpful way.

Marijuana dispensaries, wanted to shut down as many as possible. Everyone needs to follow Prop D rules.

Community garden should be in construction by the end of the year and park in a few years. The design is about to be worked on. Will be on Melrose (Santa Monica) and Madison with 2 acres for fresh healthy food. They opened a community garden in Glassell Park.

Lemon Grove Park, working on making safer the Kingsley tunnel. On the north side of the tunnel are working with the residents. It needs to be safe, clean and well lit.

Have a new field office. It is in Echo Park on Sunset to have more constituents. They lost their Glassell Park office. Their office is in council District 1. He encourages us to visit. They will have an open house with an art gallery.

Currently in the council

**-Affordable housing:** Los Angeles is one of the least affordable. They lost the CRA and fund to create affordable housing. The fund is dry and is seeking 18 or 19 million dollars. It creates funding for affordable housing. For every \$1 spent on affordable housing we get \$3 back in investment. We need a component to preserve affordable housing. In the last 30 years the city of Los Angeles has gained 1 million in population and lost 400,000 units. Value Capture builds affordable housing, seek to be inclusive.

**Minimum wage:** He is one of the council members to call for a “very logistical data”, and is working with small businesses. He understands what businesses are up against “to employ.” Help people out of poverty, strengthen the business community and the city of Los Angeles.

**Small lot sub-division:** adopting the guidelines with the planning development from last spring. Require small development projects to adopt guidelines in the past. He wants to make design guidelines required instead of recommended.

Capturing real estate taxes and reinvesting them in the city with the river.

Mike Clark thanked Council Member O’Farrell for encouraging Aram in coming to our meetings. He asked what is going on with the white elephant of Target. O’Farrell said a lawsuit was filed with 3/4ths done and judge reversed. Three parts of SNAP was in violation. They would need those to be waived. They have encouraged Target to reapply. Mitch said Target had agreements with Covenant House to employ homeless youth locally. He hopes Target will go with the right process. Some are calling for the demolition of Target and he opposed it. He is ready to move on. “Sears has a complicated view because of the way it is entitled.” He is not satisfied with the conditions of trash and graffiti on site.

A stakeholder asked who is opposing the height of Target. O’Farrell said it is “not so outside.” Another stakeholder asked how long the process will take. O’Farrell said it will take months for Target and not years for Sears. Target is a dead economic zone like Sears. He said that the litigants in the Target case had a sympathetic judge.

Mike asked if their office is completely out of Hollywood. O’Farrell said they are. Mike said they should take down the sign.

Another stakeholder said an article has homelessness coming out of Hollywood and what are they doing. O’Farrell said they are working with PATH. They are going to start a homeless complex unit on Western

and Juanita to help them. There is no city-wide policy. The Highland Park homeless live near the river. He wants to house people to make neighborhoods safer.

Another stakeholder said the intent of Promised Zone is good but it might have a negative effect with not serving the low-income residents and instead increase gentrification.

O'Farrell said that Promised Zone by YPI combined with affordable housing is good.

Craig asked if he was going to let people attend the Hollywood Design Committee meetings. O'Farrell said it might be revamped. He likes to have input on designs but not stages of criticism or lawsuits. People crashed the meeting and it is not constructive to the project.

A stakeholder lives near La Brea and Hollywood area. He has seen Homelessness increasing. He believes something needs to be addressed in that corner. The police and MTA do not do much and it is becoming like an encampment. He asked what can be done.

Aram said they are getting funding for the BID to do quality and crime prevention. The East Hollywood and Los Feliz Coalition. O'Farrell has given funding towards PATH.

O'Farrell said they lost the court case regarding removal of encampments because they do not have enough housing. They do not have the right to remove personal property. They have various partners doing it strategically.

Dona said she is a founder of the East Hollywood and Los Feliz Homeless Coalition. She talked about shopping carts and the use of them by the homeless is illegal. She asked if something can be done about the shopping carts by stores who they belong to. If their possessions are in the shopping cart it is illegal. O'Farrell said there are some illegal parts that can be taken with the guidance of the City Attorney's office. He would love our support for us to send letters to his colleagues and mayor in favor of affordable housing.

**A. Public Comment on Non-Agenda Items (Please limit to two minutes per speaker.)**

Mike Clark said he sees many signs on the street lights and posts. He asked if we can contact the city prosecutor about posting by the bird man. Doug said the bird man has been posting illegally for years. Mike also said the Scientology people have been illegally posting. He said he took down four signs. Mike said Veronica's Insurance has illegally posted signs and according to the California Insurance Department there is no state violation.

Doug said it is in violation of state laws because it is in violation of local laws. Doug said they violated it by putting handbills on cars. The police served Veronica's Insurance and told them to stop. They would appreciate the help from the city prosecutor.

One stakeholder said they want to address scientology and said they are tired of the solicitation with the annoyance. He has seen people walk to the MTA and they stop them. Mike said there are many in each corner.

Jonathan Lee put down 3 comments. Street mechanics take street parking and take parking. He asked if they are legally allowed to do that on Romaine and Mariposa, working on cars. There should be less noise coming from many vendors selling food with lousy microphones. He asked if a noise ordinance can be set up in that area. He called Mitch O'Farrell's office. There is a lot of crime there. The litter issue, people throw out furniture in a particular area of the grass. He has made calls to 311.

Tereza said our City Attorney's representative is here.

Vanesa Alvarado is the new prosecutor for this area. She came from a nuisance and abatement unit. She was asked to take over this grant by YPI by the Bern Criminal Justice grant. She asked us to fill out the form she passed out about problems with properties. Can keep it, make copies and scan them. She wants to see what the next steps would be for us. When she hears our issues she will work with officers and departments to fix them. Vermont and Sunset, has Senior Lead Officer Preciado. She started in December and is doing criminal prosecution in this area. Her e-mail is her first name and last name. She can start working on issues we send her. She is also working on civil nuisance abatement related to narcotics with Proposition D. It helps begin closure. This position will be opened for two years. She will be coming to our meetings and is best reached through e-mail. Tereza said she will add her to the community reports.

Dana Cremin is a founder of the East Hollywood and Los Feliz Homeless Coalition. EHNC already contributed \$1,000 and have gotten \$25,000 to contract with PATH to have 40 hours in the week. Homeless are coupled with drugs and mental issues. It is hard to accept the assistance. They need to develop trust. They will be able to hire full time. Homeless do not have documentation to get basic services, which require birth certificates. They are more than half way of \$150,000 and are \$80,000 in. They are having upcoming fundraisers. They have a homeless count at night time on Thursday. They have no money coming for projects or affordable housing. Do not have the same resources the Hollywood BID has. They need more Section 8 and need hiring help. CES, United Day have 800 days to count all homeless to put into a large data component. Interview them for half an hour, get a photograph and help them get on track. Are working with Hope International and is training volunteers with the stationary areas. She hopes we volunteer and donate money. Visit [ehlfhc.org](http://ehlfhc.org)

Jeff said there are monthly meetings where more details can be given.

Matt moved here more than a year and a half ago. He said if we need media help he would love to help. He has digital media communication. He is concerned about CUB request for the bar on Fountain Ave.

Tereza said there are 6 vacant seats and said whoever will commit their time, should e-mail her. Tereza said it is a time commitment. Matt wrote the first article last year.

Tereza said comments are always welcome. She wants everyone's comments to be said. But she also wants to commend Scientology and was able to learn more about the programs they have.

## **II. Community Reports**

- A. LAPD Report - None
- B. CD13 Report, Office of Councilmember Mitch O'Farrell, Aram Taslagyan – Had councilmember present
- C. City of LA Report, Office of Mayor Eric Garcetti- None
- D. Assembly District 43 Report, Office of Assembly member Mike Gatto- None

Tereza said those who are Democrats were able to vote in delegate elections. She said there is a delegation race every two years. She said both senator and assembly member will be termed out. The delegate election is important. She said for the 43<sup>rd</sup> district voter turnout was in the 700s.

## **III. Community Voices**

- A. Thai CDC Updates (Billie Lay)

East Hollywood Market is opened this week from 3:30-7:30 p.m. This week have SNAP and Voter Registration. Public Market Thai Place: signed the lease last month and will start construction in February.

They will have ground breaking in March. Construction will take about 8 months.

They are currently going through the Entrepreneur Project with training.

Will have an agent from Covered California, from 3:30-6 p.m. at the Farmer's Market.

They are working with farmers to help create a healthy urban program.

VITA- Help with income tax if one makes less than \$ 53,000. Will volunteer assistance now through April.

Irs.Treasury.org/taxpress

YPI is one free place.

### **Moved up Item 7**

**7. Discussion and possible approval** regarding recommendation by Budget and Finance Committee to fund up to \$1,000 for a Neighborhood Purposes Grant (NPG) for Playground of Dreams (POD) for the 2014-2015 Fiscal year. President and CEO – Anna Herbert to present and provide completed typewritten NPG forms and all accompanying documents as required by Empower LA (DONE).

Jeff said she made it to some of our meetings before and has completed forms.

She has been at it for two years. This organization benefits many at risk youth. They give them a place to cultivate themselves and have high success with the students. They work with APEX and Bernstein. One of their students was on the verge of joining a gang and is now living her dream of singing, who sings at big galas. They are requesting the funding for a new initiative for 25 kids to get to tell their story through video with successful editors; they need cameras and video cameras. It is going to be uplifting and inspiring.

Bob made a motion and Seta seconded.

Doug asked how many cameras. They said up to \$25,000. They are getting a Mac Pro. Doug asked are we not specifically paying for an item.

Called order (**8:06 p.m.**)

Cheron- Excused

Donal- Excused

Matt- Excused

We have a quorum of 9.

Tereza- Yes

Jeff- Yes

Arasele- Yes

Seta- Yes

Craig- Yes

Bill – Yes

Calixtho- Yes

Doug- Abstained and asked presenters bring all items.

Bob- Yes

8 yes. 1 abstention. It is approved.

**B.** Thai Rotary Club (Teresa Chung) None

***Break***

**IV. EHNC Governing Board Monthly Agenda Items– Public Comment will be taken on agenized items when is discussion begins on that item. All are welcome and encouraged to stay.**

**A. Approval of December 15, 2014 Governing Board Meeting Minutes.**

Seta motioned to approve. Craig seconded. 8 yes. Bill abstained. It is approved.

**B. Budget Update (Jeff Zarrinnam, Treasurer)**

Jeff said we have \$37,000.

**1. Discussion and possible action** on Monthly Expenditure report for December 2014.

Jeff motioned to approve. Bob seconded.

Tereza- Yes

Jeff- Yes

Arasele- Yes

Seta- Yes

Craig- Yes

Bill- Yes

Calixtho- Yes

Doug- Yes

Bob- Yes

9 yes. It is a unanimous approval.

**C. Committee Reports**

a. Executive

b. Planning Entitlement c. Outreach

d. Arts & Culture

e. Community Health

f. Youth & Education

g. Budget & Finance

h. By-laws

i. Business and Econ. Dev.

j. Public Safety

k. Design Review

l. IT

Skipped over committee reports.

**D. Action Items**

**1. Discussion and possible action** regarding coordinating with Council District 13 in the proliferation of graffiti in some of the EHNC districts and lack of property owners to clean up.

Vermont, Hoover and Melrose. They had a meeting with LAPD but it is not being dealt with. The gang members are just hanging out there. During initiation one took a woman's purse through a gun.

Craig said Hollywood is having similar issues. It used to be a misdemeanor to do tagging on a property but due to Proposition 47, taggers are out without booking. More graffiti is up because there is not much the police can do. He believes we should meet with both police divisions to see what needs to be done. They are doing a lot of graffiti because of the gang members. La Mirada is not in the injunction and should begin by getting them under the injunction. Graffiti falls under the injunction.

Craig said the injunction process would begin with the police reporting to the City Attorney. Craig said to start with seeing what commanders in the divisions are doing.

Jeff said it is important to begin the process. Craig said it would go to the City Attorney. Doug moves that the East Hollywood Neighborhood Council request that the City Attorney and District Attorney initiate the process for all gangs in East Hollywood, including La Mirada Locos to be placed on the restrictions of the gang injunction. Bill seconded. 9 yes. It is a unanimous approval.

**2. Discussion and possible approval** regarding removal of Albert Tsao from the EHNC Youth and Education Committee. (Youth & Education Committee)

Seta motioned. Calixtho seconded. It is a unanimous approval.

#### **Moved up Item 4**

4. **Discussion and possible action** regarding EHNC's possible endorsement of Thai CDC's Renters Day Campaign. (Billie Lay, Thai CDC)

They want to rally the renters to make housing affordable renting. There is no city-wide affordable housing policy. They want to change the policy. There is no cost for the city and just need to enforce affordable renting.

Last year had their first Renter's Day in April at City Hall to change the policies. He is rallying the East Hollywood residents in the metro area.

Tereza said it is great work and that rent is going up every year. She said a lot of work has been made compliant with Section 8 but the management asks for a 3% increase. Bill said the city does not want to do anything. They are proposing policy and asking the city what they can adopt.

Bill mentioned the case of the Villa Carlotta, where the tenants are being evicted for conversion to a hotel. He believes that process needs to be fixed.

Doug asked about implementing city-wide policy on demolition. Doug said it is easier to flip property if it is flattened, avoiding tenant issues. Doug said SNAP requires building permits before a property can be demolished, preventing speculators from randomly demolishing sites.

Doug said if the SNAP restrictions on demolition were applied citywide, many homes would have been saved instead of becoming vacant lots that have remained that way for years. Those homes could have been occupied all this time by residents, instead of being blighted.

Doug motioned. Bill seconded.

Jeff said no one is here to represent the apartment owners.

Bob said it adds more to the anti-business environment. Bob said they need to get a balance with property owners and businesses. Jeff wants to hear both sides. Doug withdrew motion. Bill said he has managed a landmark building as a property manager and renter. The Ellis Act has been used to push out old tenants.

Billie said that it is to protect current affordable housing. Bill said it is about stabilization. Craig motioned to table. Bill seconded. 8 yes. 1 abstention from Tereza. Motion is approved.

3. **Discussion and possible action** regarding a bicycle education class for EHNC stakeholders. (Colin Bogart, Los Angeles County Bicycle Coalition)

Asked if we would like to offer a class. It is a Basic Bicycle Skills free of charge for 2 hours of training. The class would teach how to ride safely. All leaders are certified. Basic skills would be offered. Craig said they should add laws that must be followed. Damian said they do go over the laws of riding and the road.

Tereza asked if we want to host this class with the emphasis of the laws. Craig said that we before sponsor this we should talk to the City Attorney to see if we have any liability. Seta believes we should address it with the City Attorney.

Jeff motioned that the EHNC co-host a bicycle education class with the Los Angeles County Bicycle Coalition with an emphasis with the law under their liability insurance. Calixtho seconded. 9 yes. It is a unanimous approval.

**6. Discussion and possible action** regarding sending a letter to City Controller's Office requesting an investigation of Shawn Musharbash from Direct Media Communications, LLC regarding the potential theft of \$2,000 for the EHNC 2014 campaign publication mailings. (Doug Haines)

Shawn Musharbash never gave us a receipt about the postal services. No one ever got mailers and it appears our money was stolen. Doug motioned. Seta seconded. 9 yes. It is a unanimous approval.

#### **Moved up Item 8**

**8. Discussion and possible approval** regarding recommendation by Budget and Finance Committee to fund up to \$1000 for a Neighborhood Purposes Grant (NPG) for the Hollywood Community Housing Corporation for Emergency Food Pantry and Annual Thanksgiving Turkey Giveaway the 2014-2015 Fiscal year. Katherine Mason, Community Outreach Coordinator to present and provide completed

typewritten NPG forms and all accompanying documents as required by Empower LA (DONE).

This past year they held their 6<sup>th</sup> Annual Thanksgiving dinner. They were helped out a lot. They had over 800 people from the East Hollywood area, residents and their friends. They had a party, entertainment, a turkey and the side condiments. Jeff said Katherine has come to the meetings way before the event.

Seta motioned. Craig seconded.

Tereza- Yes

Jeff- Yes

Arasele- Yes

Seta- Yes

Craig- Yes

Bill- Abstained

Calixtho- Yes

Doug- Yes

Bob- Yes

8 yes. 1 abstention. It is approved.

#### **Moved up Item 9**

**9. Discussion and possible approval** regarding recommendation by Budget and Finance Committee to fund up to \$1000 for a Neighborhood Purposes Grant (NPG) for the Finish the Ride Event 2015. Damian Kevitt to present and provide completed typewritten NPG forms and all accompanying documents as required by Empower LA (DONE).

Need \$1,000 to cover the renting of Finish the Ride. Seta motioned. Bob seconded.

Tereza- Yes

Jeff- Yes

Arasele- Yes

Seta- Yes

Craig- Yes

Bill- Yes

Calixtho- Yes

Doug- Yes

Bob- Yes

9 yes. It is a unanimous approval.

**5. Discussion and possible action** regarding sending an official request to the California Department of Insurance to investigate and potentially suspend the license of Veronica's Insurance at 4629 West Santa Monica Blvd. for continuing to distribute handbills on vehicles despite receiving a cease and desist order from the City Attorney's Office. Note: LAPD Hollywood Division had repeatedly demanded the cessation of all handbill distribution activities on vehicles per L.A.M.C. Section 28.01



the insurance operator has continued to flagrantly violate this order. (Doug Haines)

The City Attorney issued a cease and desist order and the LAPD Hollywood Division served Veronica's Insurance. The prior Board voted to send letters notifying businesses that it is illegal to place handbills on vehicles. Doug would clean them up and would see more handbills from other agencies. Some would not stop, so the Board got the City Attorney's Office to issue cease and desist orders. Former Board member Armen Makasjian, went 6 times to Veronica's office asking that they stop putting handbills on cars, and they have ignored him and LAPD officers and the City Attorney.

The prior Board asked the California Department of Insurance to cite 3 auto insurance companies illegally placing handbills on cars. The Dept. threatened to suspend those company's licenses, and they stopped. Doug read the proposed letter to the Board. It contains Armen's declaration.

Jeff asked if he researched Veronica's insurance license number and who the owner is. Doug said yes and he said there is a company under a larger company. Doug said it is a mystery of who the main person is. Jeff asked who the president is. Doug said there are many offices under Veronica's Insurance. It is hard to track who the main owner is. Jeff said there needs to be a broker for the agent.

Jeff said ultimately there is a responsible person regarding the broker and if they are not being legal their license can be revoked.

Doug said that they ignored us before and his inquiries since 2009. Other companies did stop. Bob asked about the business license. Doug said one can go after that but who will actually enforce it. The California Department of Insurance has the power to revoke their license and have it on record.

Jeff motioned. Bill seconded. It is a unanimous approval.

#### **Committee reports:**

None met, except for Youth & Education

**Youth & Education:** Are working to have the block party in June and are working to build relationships with the local schools.

**Planning:** We are trying to arrange a meeting in February, contingent on the availability of the developers. The projects in the area include a small lot subdivision at 4321 Burns Ave., which would demolish a 94 year old Craftsman home. The NC also received an entitlement application for 5151 Romaine Street, which is both an affordable housing project and a market rate apartment complex seeking density bonuses. Doug said he is trying to get the developer to be available for a March presentation, and that due to the project being a density bonus application, there are no public hearings.

The LACC Swap meet is back for re-approval of its variance to operate on the LACC parking lot.

The 100-year-old A.C. Martin house that was located at 1829 N. Kenmore Ave. was torn down. Doug had a buyer offering 1.5 million dollars but the owner said that he wanted 3 million for a property he paid \$730,000 for. The city council denied landmark status to save the house.

No member of the public showed up for the city planning hearing for the alcohol request by India's restaurant, which we had conditionally supported. Doug attended the meeting at City Hall. The Day 'n' Nite liquor market at 5101 Santa Monica, which requested a transfer of its alcohol license, was approved despite several letters in opposition, including from Bennett Kayser at LAUSD, CD13, the office of Mike Gatto, and the neighbors. ABC still approved the license transfer to "Best Price Beer and Wine."

The Sear's Site is currently in escrow.

Target- Request has been submitted for amending the Specific Plan to make the project compliant, but effort is also being attempted to sneak in far-reaching changes to the entire Plan itself, including new subarea without height and density restrictions. Other changes would make childcare mostly voluntary, make development standards and design guidelines voluntary instead of mandatory if the project is considered "attractive," eliminate free delivery requirement, and other "Trojan House" efforts under the umbrella of the Target amendment absent required public hearings and CEQA review.

Doug commented that he had attended the Hollywood Design Review Committee meetings for ten years, and that no one "crashed" the meeting, as stated by Councilman O'Farrell. Doug said that the meetings have always been open to the public, and have never been disrupted by anyone.

Tereza asked if he still needs money for the code book. It is an annual subscription. Doug says yes and presents bill.

Jeff said we now have G-mail accounts and a Google drive online to store all of our stuff.

Today there was a meeting with the LA River and Agent committee, voted 4-1 to reject recommendations of Parks and Recs. so LA Live is out for now. East Hollywood was one of the three presenters for the neighborhood councils.

Mike said he was able to participate in the Edgemont clean-up and a lot was cleaned out. He asked about getting an invoice from the business for cleaning up. Bob said they can contact Building and Safety and asked for a lien on it.

#### **V. New/Old Business (None)**

#### **VI. Adjournment (9:40 p.m.)**

Council Process: Everyone who lives, works, owns property, attends school, is a member of a faith organization or works in a non-profit organization that provides services within the boundaries of the East Hollywood Neighborhood Council is a "stakeholder". All stakeholders are members of the Council. Stakeholders elect a Governing Board to represent them. This Board is recognized as the decision-making entity by the City of Los Angeles and was elected on October 30, 2007. While the Board is an official decision-making entity, meetings are conducted as much as possible in a town hall format. Committees are open to anyone with an interest in East Hollywood. The East Hollywood Neighborhood Council depends on the active public participation of its diverse, dynamic and unique community for its success. Posting Sites: Meeting notices and agendas are posted at the following locations within East Hollywood (three days in advance for regular meetings and one day in advance for special meetings). The primary posting location is the **The Hollywood Hotel**, 1160 N. Vermont Avenue, agenda is posted on the community board INSIDE the hotel lobby. The additional posting locations are: (1) **Armen Realty**, 5111 W. Santa Monica Boulevard (2) **Stakeholder Residence**, 772 N. Kenmore (3) **Against The Stream**, 4300 W. Melrose

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